

ORDER



KSNV

Orders

Order / Rev: 108091
 Alt Order #: 06866217
 Product Desc: CONKLIN FOR NV ST
 Estimate: _____
 Flight Dates: 10/23/12 - 10/29/12
 Original Date / Rev: 10/22/12 / 10/22/12
 Order Type: GENERAL

Primary AE: Amy McCreary
 Sales Office: BLPHI
 Sales Region: National

Agency

Name: GMMB, Inc./ Washington D.C.
 Buying Contact: _____
 Billing Contact: _____
Washington Harbor
Washington, DC 20007

Billing Type: Cash
 Billing Calendar: Broadcast
 Billing Cycle: EOM/EOC
 Agency Commission: 15%

Advertiser

Name: Conklin for Nevada State Assembly
 Demographic: A35+
 Product Codes: PLC10
 Priority: SELECT PRIORITY CODE
 Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru: _____
 Order Separation: 00:05:00
 Advertiser External ID: _____
 Agency External ID: _____

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	19	\$9,675.00	\$8,223.75
10/29/12	10/29/12	5	\$2,525.00	\$2,146.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	19	\$9,675.00	\$8,223.75	0.00
November 2012	5	\$2,525.00	\$2,146.25	0.00
Totals	24	\$12,200.00	\$10,370.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KSNV	26%	\$12,200.00
Market	100%	\$46,923.08

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	25%	\$11,730.77
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	25%	\$11,730.77
KTUD	1%	\$469.23
KVVU	18%	\$8,446.15
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	5%	\$2,346.15

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/23/12	10/26/12	Today Show	CM	658a-9am	-TWTF--	:30	4	\$900.00	1	0.00	NM	4	\$3,600.00
				Today Show											

TODAY

Start Date End Date Weekdays Spots/Week Rate Rating

Order / Rev: 108091
Alt Order #: 06866217
Flight Dates: 10/23/12 - 10/29/12

Advertiser: Conklin for Nevada State Assembly
Product Desc: CONKLIN FOR NV ST
Estimate: KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/23/12	10/26/12	Today Show Today Show	CM	658a-9am	--TWTF--	:30	4	\$900.00	1	0.00	NM	4	\$3,600.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/22/12		10/22/12	10/28/12	--TWTF--	4		\$900.00		0.00						
E 2	KSNV	10/29/12	10/29/12	Today Show Today Show	CM	658a-9am	M-----	:30	1	\$900.00	1	0.00	NM	1	\$900.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/29/12		10/29/12	11/04/12	M-----	1		\$900.00		0.00						
E 3	KSNV	10/29/12	10/29/12	M-F Today Show II 3rd M-F Today Show II	CM	9-10a	M-----	:30	1	\$425.00	1	0.00	NM	1	\$425.00
TODAY2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/29/12		10/29/12	11/04/12	M-----	1		\$425.00		0.00						
E 4	KSNV	10/23/12	10/26/12	M-F Today Show II 3rd M-F Today Show II	CM	9-10a	--TWTF--	:30	4	\$425.00	1	0.00	NM	4	\$1,700.00
TODAY2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/22/12		10/22/12	10/28/12	--TWTF--	4		\$425.00		0.00						
E 5	KSNV	10/23/12	10/26/12	Rachael Ray Rachael Ray	CM	11am-12pm	--TWTF--	:30	4	\$325.00	1	0.00	NM	4	\$1,300.00
RR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/22/12		10/22/12	10/28/12	--TWTF--	4		\$325.00		0.00						
E 6	KSNV	10/29/12	10/29/12	Rachael Ray Rachael Ray	CM	11am-12pm	M-----	:30	1	\$325.00	1	0.00	NM	1	\$325.00
RR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/29/12		10/29/12	11/04/12	M-----	1		\$325.00		0.00						
E 7	KSNV	10/29/12	10/29/12	Days of our Lives Days of our Lives	CM	1258p-2pm	M-----	:30	1	\$425.00	1	0.00	NM	1	\$425.00
DAYS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/29/12		10/29/12	11/04/12	M-----	1		\$425.00		0.00						
E 8	KSNV	10/23/12	10/26/12	Days of our Lives Days of our Lives	CM	1258p-2pm	--TWTF--	:30	3	\$425.00	1	0.00	NM	3	\$1,275.00
DAYS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/22/12		10/22/12	10/28/12	--TWTF--	3		\$425.00		0.00						
E 9	KSNV	10/23/12	10/26/12	Dr. Phil Dr Phil	CM	3-4p	--TWTF--	:30	4	\$450.00	1	0.00	NM	4	\$1,800.00
PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/22/12		10/22/12	10/28/12	--TWTF--	4		\$450.00		0.00						
E 10	KSNV	10/29/12	10/29/12	Dr. Phil Dr Phil	CM	3-4p	M-----	:30	1	\$450.00	1	0.00	NM	1	\$450.00
PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/29/12		10/29/12	11/04/12	M-----	1		\$450.00		0.00						
													Totals	24	\$12,200.00